

July - September 2005
Green Voice

**CMS
ENVVIS**

**Newsletter on
Environment and
Media**



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Edited by*
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Supported by:

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and Forests
Government of India,
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जहाँ है हरियाली ।
वहाँ है खुशहाली।।



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Enviro News

Photography contest on nature

Correspondent: Staff Reporter

Malappuram: A state-level photography competition is being organized by the Malappuram-based cultural collective, 'Rivertern', in connection with the World Photography Day on August 19.

The competition, in memory of the late environmental and social activist Monsoon Chandran, is being held under the aegis of the Malappuram District Information Bureau. The award comprises prize money and a citation. The first prize carries Rs 2,500, while the second and third prizes carry Rs 1,500 and Rs 1,000 respectively.

The topic of the contest is 'Vedana-Prakritiyude, Manushyante, Jeeva-jalungaludeyum' (Pain - of nature, man and other living beings). A person is allowed a maximum of three entries.

The entries in 12 x 18 CM size may be sent to the Secretary, Rivertern, Cultural Collective, Kalappadam Building, Down Hill, Malappuram. (9447314112)

Source: The New Indian Express, Tuesday, August 09, 2005

E-waste protest at Wipro doorstep

Correspondent: B.R. Srikanth

Greenpeace activists at the protest in Bangalore. (PTI)

Bangalore, Sept. 5: Greenpeace activists today launched a campaign against the stockpile of e-waste, dumping about half a tonne of electronic gadgets at the corporate headquarters of Wipro here.

A dozen activists of the Indian unit of Greenpeace said they acquired Wipro-branded e-waste from

illegal recycling yards in New Delhi, Chennai and Bangalore.

They alleged that several companies were selling old computers, telecom equipment, television sets and refrigerators - all sources of hazardous chemicals - to junk dealers who burn them in illegal yards for extraction of metals, including gold and cadmium.

The toxic gases released during unscientific recycling processes can cause several diseases, including cancer. "We consider the only way to deal with the growing problem of e-wastes is for the corporates to design clean electronics with longer lifespan that are safe and easy to recycle without exposing workers and the environment to hazardous chemicals," Greenpeace India's Ramapati Kumar said.

Kumar said Wipro Infotech officials, lead by chief administrative officer Balagiridhar, agreed to discuss the issue of e-waste management with Greenpeace members early next month. "Wipro, an iconic Indian brand, prides itself on its strength in the technology and enterprise domains. It's high time it used these strengths to make the much-needed shift to clean production and build a competitive edge by introducing products that do not cause harm to the environment or to people," Kumar said.

Greenpeace has appealed to firms that roll out electronic goods to eliminate hazardous chemicals from their products and substitute them with safe alternatives. "Companies should take extended producer responsibility for all their products, from the production cycle to the end of the products' life cycle," Kumar said.

A spokesman for Wipro, however, denied that the company's products, including personal computers and peripherals, were sent to recycling yards for disposal. "We sell our electronic products to institutional and retail buyers through our distribution network. Once they buy, we have no control over what they do with the end-products," the spokesman said.

"The disposal of old or outdated products is a larger issue. Unless the whole ecosystem is changed, the problem of e-waste remains. The whole industry has to address the issue. There is a need for research and manufacture of electronic products with plastic materials that are bio-degradable and avoid using toxic materials," he added.

Sources in the Manufacturers' Association for Information Technology said this tech hub could, by the end of the year, choke under a heap of e-waste generated by the IT industry.

Source: The Telegraph, Tuesday, September 06, 2005

China, use net to fight eco threat

Correspondent: Staff Reporter

Hangzhou, China, September 10: Former US President Bill Clinton urged China today to recognise the urgency of the environmental threats to its growth, and to use the Internet as a tool to surmount them. But he remained silent on the risks faced by those who use the Internet as a forum for dissent.

"You will have to come to grips with significant challenges to your growth," Clinton said at an Internet conference in this eastern resort city warning that the energy consumption required to keep China's economy growing at its recent rate of more than nine per cent is 'unsustainable.'

China's oil imports have soared as it struggles to keep booming industries growing. Its continued strong growth, and that of the rest of the world, will depend on its ability to find alternative energy sources and make better use of the resources it has, Clinton said.

"If we don't do it, it will eventually impose severe restraints on economic growth and make future conflicts far more likely," Clinton said. "It's not clear to me that there will be enough oil to produce that growth according to traditional energy use patterns," he said.

Clinton, the keynote speaker at a conference hosted by Yahoo's new Chinese partner, Alibaba.com, did not respond to questions from reporters about demands by human rights activists that he raise the case of a jailed Chinese journalist with his hosts.

Source: *The Financial Express*,
Friday, September 16, 2005

...Forthcoming Titles from CMS Environment

**1. Directory of Environment
and Wildlife Film Maker**

**2. Directory of Audio -
Visual Resources**

In this regards, we need support and valuable inputs from you for making it a worthwhile exercise.

To get listed in the aforesaid publications kindly contact:

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CMS ENVIS Centre on Media and Environment



Operational since 2000, CMS ENVIS Centre had initiated several activities towards making itself effectively functional. The area in which CMS has expertise is communication strategies specifically in the context of the electronic media. It has been working in developing itself as a resource centre, as a coordinating body and as a centre for dissemination of environmental related information. In the short span CMS ENVIS Centre has identified the database on different parameters. Also initiated innovative programmes to highlight the environmental concerns.

Among its various activities the centre has been indexing coverage of environmental issues from print media as well as electronic media, conducting small research studies to bridge the information gaps, the mailing list with addresses of agencies, individuals, institutions, departments NGOs, Radio and TV channels, advertisers along with computerized database of Audio-Visual resources has been updated regularly, media orientation programmes including screening of films, discussions and interactive sessions on different environmental topics are conducted. The main thrust is upon maintaining ENVIS CENTRE/ NODE websites.

www.cmsindia.org/cmsenvis

"Covering the environmental beat: responsibilities and challenges"

Keynote speech of H.E. Ong Keng Yong, Secretary-General of ASEAN

at the International Media and Environment Summit 2005, Kuching, Sarawak, 30 November - 2 December 2005

His Excellency, Pehin Sri Dr. Haji Abdul Taib Mahmud, Chief Minister of Sarawak

Distinguished Guests and Delegates

Ladies and Gentlemen

1. We often take for granted the very source of our well-being. Our natural environment provides us with the basics of survival - the air we breathe, the food we eat, the water we drink, and the fuels we use. The natural environment plays an important role in climate, flood and disease regulation. It also contributes to the cultural, educational and recreational aspects of our lives. However, we have perhaps been living a little "too well" off Mother Nature. The experts tell us that we would need two and a half more Planet Earths to sustain our current rate of consumption and production.

2. The Millennium Ecosystem Assessment Report released early this year highlighted key findings from a four-year (2001-2005) global study by scientists on the impacts of ecosystem changes to our well-being. The Report noted the fact that we have in the last 50 years caused tremendous changes in our environment and unfortunately, for the worse; 60% (15 out of 24) of the ecosystem services that were evaluated are being degraded and used unsustainably. These include capture fisheries, water supply, waste treatment, water purification, natural hazard protection, regulation of local and regional climate, and regulation of erosion. The Report

warns that this increasing trend will be a barrier to achieving the Millennium Development Goals.

3. The impacts of environmental degradation are not only felt locally. The effects of climate change, depletion of the ozone layer, acid rain and transboundary air pollution have all increasingly been felt on a more global scale.

4. Concerted action by governments, the private sector and civil society is needed to protect and manage the natural resources that we all share. At this first International Media and Environment Summit, we can explore how the media, in reporting on environmental issues, can play a constructive and helpful role.

What can the Media do?

5. With today's ever improving information and communication technology, the media has the advantages of both speed (in terms of instantaneous information) and reach (the number of people getting the news). Such potential for communication should be exploited to the fullest, to educate the ASEAN citizens and promote positive action for the environment. Just for example:

- First, the media can be the source of information that is balanced, accurate and comprehensive that will inform rather than confuse readers and viewers, which sensationalized stories and biased reporting tend to do.
- Second, the media can educate the public on environmental issues beyond the crude use of scare tactics. Coverage should not be limited to highlighting environmental problems. There is a need to promote the public's appreciation of the inherent values

and benefits that the natural environment provides. Environmental issues such as climate change are often complex and laden with scientific/ technical jargon. Journalists on environmental issues can demystify the issues for the public and facilitate their understanding.

- Third, the media can facilitate positive popular action for the environment in encouraging people to take initiative in contributing to environmental sustainability. For example, the media can help promote the practice of the 3Rs - Reduce, Reuse and Recycle. Additionally, good environmental reporting stimulates public interest and gives citizens the basis to make informed decisions, whether it be to insist on better management of natural resources by their governments or to call for businesses to adopt more sustainable practices.

And why isn't the Media doing all this?

6. So if it is the case that the media has the power to do all that I have just mentioned, why are media stories on the environment so insufficient? True, the coverage of environmental issues in this region has increased over the last decade. But it still remains fairly limited and is largely reactive. Stories on the environment do not grab the public's attention the way that political and economic stories do. Unless, that is, when the environment stories are controversial or negative - be it related to the politics surrounding the Kyoto Protocol or more recently, the natural disasters that have afflicted nations around the globe. Efforts to promote environmental sustainability are given little attention.

7. The inadequate coverage of environmental stories in the region is a reflection of the fact that environmental reporting is not an easy beat, nor does it yet have a ready readership. There are a number of challenges in covering this subject for the mass media.

8. First, it is complex. Environmental issues are multi-faceted and encompass science, business, economics, culture, health and so on. Therefore, good environmental reporting requires a flexible mind to get a good grasp of these issues and understand how they interlink. However, in this diversity of issues, lies an opportunity to engage the readers and viewers. The challenge for the media is to present the different angles and make environmental issues relate to the daily lives of the general public. The environment news has been unfairly cast as a niche area and the stereotypes of "tree-huggers" and the likes have not helped spark the interest of the wider population. This should be changed.

9. Second, it is slow-moving. Unlike movements in the stock market, the impacts of environmental issues do not generally happen quickly - barring natural disasters. Take for example the issue of endocrine disruptors arising from accumulation of toxic chemicals. Studies in many plants and animals have shown that exposure to endocrine disrupting chemicals results in reproductive problems (for example, the study of fish and birds from the polluted Great Lakes in North America). Scientists using the evidence on these other species are now making predictions about endocrine disrupting effects on humans. Such a story gets lost in our sound-bite information culture. But I would also like to point out that somewhere in the "timescale" between the immediacy of battling the haze and the long-term research on toxic accumulation, are issues that would also be of interest to the layman. For instance, I would encourage journalists to cover some of ASEAN's regional efforts in protecting the biodiversity resources through the ASEAN Heritage Parks initiative. We are also setting up the ASEAN Centre for Biodiversity which we hope will be an information source for journalists.

10. Third, it is not seen as a promising career. Despite the environment being a fairly technical beat, there is a lack of trained environmental

journalists. Many media outfits in Southeast Asia do not have an environmental desk or reporters dedicated to cover environmental issues. This might be a bit of a chicken and egg issue. Perhaps more journalists would take some degree of specialization in environment issues if it got more respect in the newsroom. But at the same time, perhaps more trained journalists who are able to appeal to the public's interest when reporting on complex issues would give the subject more column space and airtime.

11. These are some of the challenges we can work through at this Summit. Workshops have already been carried out before the Summit for aspiring environmental journalists. Now, distinguished environmental practitioners and conservationists as well as media professionals have been brought together to discuss ways to improve media coverage of environmental issues.

Conclusion

12. Southeast Asia is one of the most biodiverse areas in the world. It would be a shame if we all did not work together and do all we can to protect the natural habitat and natural resources. To this end, I hope this Summit will be a catalyst that increases and improves the quality of reporting on the environment in this region. Discussions aside, we will have the opportunity to build important networks and partnerships among media professionals, government officials, environmental practitioners, the private sector and civil society groups.

13. The environment is not just about clean air, clean land and clean water. It is our life and our future. We need to find a more effective way to involve all stakeholders to achieve sustainable development. Extreme positions and confrontational advocacy are not likely to bring the stakeholders to a mutually beneficial outcome. Through reliable and responsible knowledge sharing and a strong sense of common purpose, we can deliver a

better picture of how to safeguard our future in an enjoyable and enduring manner.

Thank you for your kind attention.

Source: www.aseansec.oeg

Wildlife Photographers' Guide: Tips on clothing and take-along for a wildlife photographer when stalking

- Clothing colours should not be in sharp contrast with the surroundings
- Remove or cover reflective objects from the clothing
- Empty all noisy contents like change from the pockets
- Avoid wearing deodorants or scents while stalking
- Wear clothing tight at the wrists and ankles to trap body scent
- A hat to keep the sun from lighting up your face
- Dark gloves or camouflage on hands
- Jacket or trousers with pockets to carry spare films and batteries
- Shoes should be sturdy but light to avoid being noisy while walking
- Wear a green monkey cap or camouflage over face
- Comfortable but tough trousers or shorts
- Shirt should always be full sleeves
- A folded plastic bag to put the camera into incase of unexpected rain
- Cover any reflective part of the camera with dark tape

Tip: For people like me who wear glasses, it's advisable to think about shifting to lenses, when in the field, for two reasons. The first is that the sun or moon reflecting off the glass often attracts the attention of animals and secondly the human vision is much brighter at the periphery than the

central part while looking in the dark, which is very important while waiting for animals at night.

Tip: To freeze the motion of very fast moving animals and birds in the daytime, like the wings of a bee sucking nectar from a flower, use a flash.

Tip: When out in the field, it would be intelligent of the cameraman to prepare himself and his camera for rough weather. Try and devise a functional plastic waterproof covering for your camera and lens.

Note: Sometimes the simplest ideas work the best. It doesn't matter how they look.

Tip: Wait close to sources of food and water during times when these commodities are scarce like they are during the summer.

Source: http://www.wildlywise.com/pht_guide_tips.htm

Scientist denounces TV ads for deliberately misleading public on global warming

From Larry West

1. Oil industry-financed ads misrepresent global warming research results

A senior scientist whose research is being cited in television ads that challenge the reality of global warming has denounced the ads as a "deliberate effort to confuse and mislead the public" and says the group that produced the ads is misrepresenting his work to support its false claims.

The Competitive Enterprise Institute (CEI) a Washington D.C.-based nonprofit public policy that is partially funded by large oil companies, is running a series of national television advertisements claiming that warnings about global warming are "alarmist." The ads were timed to coincide with theatrical release of An

Inconvenient Truth, a documentary film starring former U.S. Vice President Al Gore that provides scientific evidence of global warming and urges people to take action to help reduce it.

2. Ads misrepresent research results

To bolster its claims, CEI references scientific research that supposedly refutes the large body of science that supports global warming. Among the scientific work cited by CEI is research conducted in the Antarctic by Curt Davis, director of the Center for Geospatial Intelligence at the University of Missouri-Columbia.

According to the ads, Davis' work shows that global warming is not causing ice sheets to shrink, but Davis has issued a statement saying that CEI is misrepresenting his research for its own purposes, and a senior editor at the journal Science (which published Davis' research) backs him up.

"These television ads are a deliberate effort to confuse and mislead the public about the global warming debate," Davis said. "They are selectively using only parts of my previous research to support their claims. They are not telling the entire story to the public."

"The text of the CEI ad misrepresents the conclusions of the two cited Science papers and our current state of knowledge by selective referencing," said Dr. Brooks Hanson, deputy editor, physical sciences, Science.

3. Scientific consensus on global warming

Prior to Davis' 2005 study, the U.N. Intergovernmental Panel on Climate Change said that if global warming were occurring, increased precipitation in Antarctica's interior would likely result. In his study, Davis reported growth in the interior East Antarctica ice mass. He said this growth was probably caused by an increase in precipitation, and made it clear in his study that growth of the interior ice sheet is "a

predicted consequence of global warming." Davis said his study did not include the coastal areas of Antarctica, which are known to be losing mass at a rate that could easily offset or outweigh increases in the interior areas.

"On one of those ads, they (CEI) chose to use the result I published last year to basically say the ice sheets are growing and not shrinking," Davis said in an interview with the Columbia Daily Tribune. "It's a blatant misuse of our result to create confusion where confusion does not exist."

"Our result is specific to one part of the ice sheet," Davis said. "You can't use that to say the whole continent is growing. It's undisputed in the scientific community that global warming is occurring."

In an interview with The Independent, a British news publication, Davis was asked if he doubted the evidence of global warming. He replied: "Personally, I have no doubts whatsoever."

4. Oil industry-backed group known for misleading information

Environmentalists have repeatedly accused the CEI of producing misleading information about global warming and the degree to which human activity, including the increased use of fossil fuels, contributes to climate change. In reality, there is a broad scientific consensus that the planet is warming rapidly and that human activity plays a significant role in causing global warming.

David Doniger, the climate policy director with the Natural Resources Defense Council, told The Independent that climate change skeptics do not even represent "the minority...they're the fringe."

"It's the same as with tobacco," Doniger said. "To claim that fossil fuel emissions don't cause global warming is like saying cigarettes don't cause cancer."

5. Ads claim to counter "lopsided press coverage"

The Competitive Enterprise Institute defended the ads and dismissed scientist Curt Davis' claim that the ads misrepresented his research.

Myron Ebell, CEI's director of global warming policy, agrees the public is being misled, but he blames it on "global warming alarmism" and "lopsided press coverage of glacial melting as a worldwide catastrophe." Ebell says the media chooses to report only the research that supports the evidence of climate change and ignores scientific studies that question it.

"There is no consensus about the extent of the warming or the consequences," Ebell said.

But Ebell's comments read like just one more CEI attempt to spin fact out of fiction. In reality, any "lopsided press coverage" that occurs on global warming is largely driven by groups such as CEI, which deliberately seek to confuse the issue with misleading and inaccurate information.

6. Public confused by misleading information

A survey by Science magazine (December 2004) of peer-reviewed scientific studies on climate change showed that 928 peer-reviewed papers supported global warming and none denied it.

In a similar sampling of stories from the mass media, 53 percent suggested that global warming is unproven, a perception driven largely by reporters including in their coverage misleading claims by groups such as CEI.

Clearly, the message people are getting doesn't match the facts-but not in the way CEI suggests.

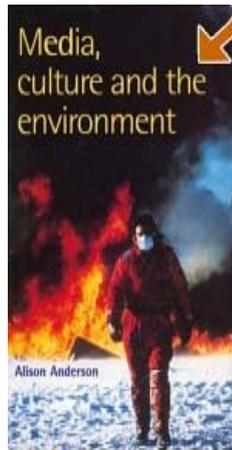
Source: www.environment.about.com/

Media, Culture and the Environment

Anderson, Alison (1997) New Brunswick, NJ: Rutgers University Press.

List Price: \$33.95

Over the past decade, the environment has become a contentious issue provoking intense political debate and public concern. In this innovative and comprehensive work, important research on media and the environment is successfully interwoven into an integrated cultural studies text. Arguing that any study of mass media must be placed within the wider context of culture, politics and society, the author offers an in-depth analysis of pressure politics and the environmental lobby, as well as a critical examination of the production, transmission and negotiation of news discourse. *Media, Culture and the Environment* will be welcomed by students of cultural and media studies and by those studying environmental politics and human geography.



The Daily Globe: Environmental Change, the Public and the Media.

By Smith, Joe (2000)

London: Earthscan.

Some of the greatest challenges facing humanity, such as climate change and biodiversity loss, have enormous implications for economic, social and environmental security. Yet the significance of these issues is not reflected in media reporting. Why are the long-term consequences of environmental despoilment, such as climate change, biodiversity loss, ozone depletion, and groundwater contamination, not deemed newsworthy on a sustained basis among the communication media? As a result of this laxity,

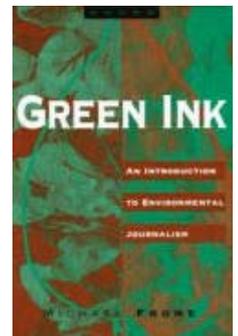
the general public fails to understand how everyday human activity is undermining ecosystems everywhere with dire outcomes for the future welfare of people. The book addresses how the media fail repeatedly to explain (1) the nature of global environmental change, and (2) the complex interactions among scientists, policy makers, and government officials grappling with the problem of predicting future changes in natural systems that are nonlinear and chaotic. Complicating the poor reportage of environmental news is the fact that academic and government officials are reluctant to change their methods of communicating their views and understanding of the environment to the news media. The book's 16 papers, which address this impasse, are organized into four sections: "Global Environmental Change, the Public and the Media," "Reporting Global Environmental Change," "Understanding Environment, the Public and the Media," and "Making the Environment News."

Green Ink: An Introduction to Environmental Journalism

Frome, Michael (1998)

Salt Lake City: University of Utah Press.

The book discusses advocacy journalism for environmental causes in a combination of memoir, history, and instruction manual. The author recounts his own successful career, discusses the legacies of Rachel Carson, Edward Abbey, and Studs Terkel, among others, and encourages a journalism driven by conscience rather than corporate interest. Through his decades of personal experiences as both a writer and a university lecturer - including an arguably self-serving description of his 1971 "censorship" as a columnist for the American Forestry Association's *American Forests* - Frome offers readers a tempting, if not broad, overview of green, as in advocacy, journalism.



Suggested Links

Environmental Reporting

<http://www.metcalfinstitute.org/>



The mission of the Metcalf Institute is to promote clear and accurate reporting of scientific news and environmental issues; to strengthen understanding and working relationships between members of the scientific community and members of the news media; and to provide opportunities for beginning journalists to learn, on both a formal and an informal level, how to improve their skills in marine and environmental reporting.

The Metcalf Institute provides fellowships each year for journalists in print, broadcast, and electronic media to learn about science and the research process, from interpreting marine and environmental issues to understanding the principles of scientific research.

Sustainable Development

<http://www.iisd.ca/>

The International Institute for Sustainable Development - Reporting Services Division - provides a variety of multimedia informational resources for environment and sustainable development policymakers, including daily coverage of international negotiations, analyses and photos. As the publisher of the Earth



Negotiations Bulletin, IISD RS is recognized for its objectivity and issue expertise in the field of international environment and sustainable development policy. The various products provided by IISD RS make it an essential source of information for government officials, policy and decision makers, UN staff, non-governmental organizations, intergovernmental organizations, business, industry and academia.

Environment Sustainability

<http://www.ecoearth.info/>



Eco Earth Info is a one of a kind Environment Portal - with genuine Internet search, cutting biocentrism commentary & constant news and link tracking - all dedicated to achieving global environmental sustainability.

Magic of Life

English /6mins/2002

Producer: Gautam Pandey, Riverbank Studio

Subject Focus: Environmental Awareness

Summary: Compassion and love are the main themes of the film. The marvelous and magical world of creation and the intricate threads that bind all living beings are the few things it touches upon, with the intention to teach, a simple lesson in life. This film is meant for audiences of the younger generation.

Producer's Profile

Gautam Pandey is a young filmmaker who has Directed 'Kurumbas - Children of the Blue Mountains' which won the Mayor of Prague Award at IFAAF. Has done some animation work. Has also worked in Tehelka dot com as an Illustrator & Graphics Designer.

Water: Yesterday Today and Tomorrow (Pani: Kal Aaj aur Kal)

Silent/06min 30sec/2002

Producer: Centre for Environment Education

Commissioned by: Television Trust for the Environment

Subject Focus: Water Conservation with focus on misuse of water.

Summary: Pani: Kal, Aaj Aur Kal (Water: Yesterday, Today, Tomorrow), is a students' eye view of how water is used in their school campus. The programme was originally conceptualized by students as a documentation of the life of the residential school, with focus on the use and misuse of water as the central subject. The film took an unexpected turn on the second day of the shoot, as the motor that pumps water to the entire school broke down, leaving all taps dry. This provided a real

opportunity for the students to see what would happen if water was not available.

This film developed through the perceptions of the students on their immediate environment, concerns and issues with respect to the availability or otherwise, of water.

The programme was produced by the students of the Jawahar Navodaya Vidyalaya, Alirajpur, Jhabua, Madhya Pradesh, through an interactive process facilitated by Centre for Environment Education (CEE), Ahmedabad. The students identified the most relevant local issue-water-quality and quantity. They developed the script and participated in the entire production process from concept to editing.

Bilby brothers - the men who killed the easter bunny

Producer: Larry Zetlin

Subject Focus: Conservation and saving of the Australian Greater Bilby

Summary: This is the story of two ordinary blokes and their extraordinary crusade against the Easter Bunny. Their mission: to eliminate chocolate Easter bunnies from every shop in Australia and replace them with something entirely different. Rabbits are not native to Australia. They've been introduced. They're a monumental pest. Feral Rabbits damage the environment and compete with native animals. Especially the endangered bilby. So why do Australians celebrate rabbits at Easter - with chocolate bunnies in every shop? Bunnies no! Bilbies yes!! Peter McRae and Frank Manthey are two passionate environmentalists who believe Easter Bunnies should be exterminated, and replaced with something totally Australian. Chocolate Easter Bilbies. Not so quiet achievers you couldn't call Peter and Frank quiet achievers. They're very vocal about saving the bilby. And they're truly great Australian characters.

Environmental reporting in Media

Technology has effectively become a new language in media today. It has its specific intricacies that synchronize with the mindsets of the society. Moreover it essentially manages to bring about new ideas and create a platform for understanding them with alacrity. For long now electronic media has not been able to do justice with the environment related issues. Quantatively it cannot be omitted from notifying that news channels, acclaimed features of the electronic media have still not impressively taken up the cause of environment related issues. They still seem to be staggering to push in the environment news and actually not given its deserving space.

Though in July and August, Sahara Samay has managed to incorporate 17 stories, yet, the rest of the channels, Aaj Tak, NDTV India, Star News have been obsessively lackadaisical in their approach. Zee news has endeavored to capture 11 stories, while in August and September a categorical fall in environmental coverage is observed. Similarly with DD News. Which has consistently made an effort to cover environment stories for July and August with 8 and 5 stories respectively, However for the month of September once again the numbers brought down to nil. While Zee news managed 3 stories Aaj Tak aired 2 stories for September, many of the news channels failed to incorporate even a single story.

Its quite saddening to unveil such a laid back attitude on the part of the electronic media towards environment related issues. Infact the electronic media is largely caught up in the race of TRP ratings. Understandably, environment related news is basically unglamourised. Still the importance cannot be underestimated at any point of time.

More than awareness these news are significant for creating an awakening. Electronic media requires to themselves comprehend their extravagance with relatively un important issues in comparison to the weightage that it gives to the environmental issues therefore there is an essential need to establish a link in between the electronic and the space that it plans to make environment issues available.

Table: Percentage of environmental stories in News Channels

TV Channels	July 2005	August 2005	September 2005
Sahara Samay			
Environmental Stories	6	11	1
Total Stories	2130	1486	1560
% of Stories	0.3	0.7	0.1
Aaj Tak			
Environmental Stories	1	1	2
Total Stories	1238	1095	1180
% of Stories	0.1	0.1	0.2
NDTV India			
Environmental Stories	0	6	1
Total Stories	1060	935	1041
% of Stories	0.0	0.6	0.1
Star News			
Environmental Stories	0	1	0
Total Stories	431	776	797
% of Stories	0.0	0.1	0.0
Zee News			
Environmental Stories	11	0	3
Total Stories	1242	790	882
% of Stories	0.9	0.0	0.3
DD News			
Environmental Stories	8	5	0
Total Stories	2222	1876	1995
% of Stories	0.4	0.3	0.0
Overall Channel			
Environmental Stories	26	24	7
Total Stories	8323	6958	7455

Source: CMS Media Lab

Methodology:

CMS Media Lab has undertaken significant experimentation over the last one year to develop a robust and rigorous methodology. The content analysis broadly covers qualitative and Quantitative aspects.

1. Prime Time band of Study. The prime programming is the industry benchmark in News television for all significant events and issues that are prominently covered on a particular day.
2. Five mainstream Hindi news channels were included i.e. Aaj Tak, NDTV India, Star News, Zee News and Rashtriya Sahara.
3. The recorded tapes were then previewed and the news stories listed under various classifications and categories to generate quantitative data.
4. The News content on the above mentioned channels were listed and documented in the log sheets.
5. The Stories were classified and separately coded (Ex politics, Business, Sports, Environmental news etc.).
6. Environmental related stories are being separately reviewed.

About ENVIS

Working towards the conservation of environment, an environment information system (ENVIS) was established by the government in Dec 1982, with a view to provide information regarding environment to decision makers, policy planners, scientists and engineers, research workers etc all over the country. Environment being a broad ranged and multidisciplinary subject, requires an involvement of concerned institutes/organizations that are actively engaged in the different subject areas of environment, therefore a large number of nodes have been established to cover the broad subject areas of environment. ENVIS is a decentralized system, which ensures collection, collation, storage, retrieval and dissemination of environmental information to all concerned. These centers have been set up in the areas of pollution control, toxic chemicals, central and offshore ecology, environmentally sound and appropriate technology, bio-degradation of wastes and environmental management etc. www.envis.nic.in



Centre for Media Studies (CMS)



CMS is an independent professional forum engaged in research, policy advocacy, advisory services and programme evaluation. CMS endeavors for accountability, responsiveness and transparency in policymaking and public systems and services. CMS initiatives, debates and dialogues on important public issues are well appreciated nationally. CMS has emerged as an inter-disciplinary professional body with a wide range of concerns and capability in areas of communication studies, environment, social research, social development, public opinion research, training and performance appraisal. CMS initiatives with regard to regulatory framework, including in the media sector, are well known. Over the years, CMS has taken up lead initiatives in evolving citizens' charter, Social Auditing, capacity building, transparency in public utilities, electoral reforms, information equity, good governance and campaign strategies. CMS Academy is well known for its conferences, seminars, training and orientation programmes for senior functionaries, decision makers and those in voluntary organizations. www.cmsindia.org



CMS ENVIS GREEN MEDIA E-NEWSLETTER

Daily e-newsletter Green Media, an electronic documentation of news and features, which appear in English News dailies in India. Green Media satisfies information requirements of environmentalists, wild lifers, conservation activists, researchers, media professionals, filmmakers, political activists, NGOs/ scientific organizations, mass communication institutes, lobbyists and advocacy groups in an effective and functional manner. The newsletter reaches to more than 3000 email boxes every day.

This e-newsletter also facilitates easy organization, maintenance of archival material electronically and quick retrieval of information. Presently, over twenty national dailies in India are documented in Green Media - the largest ever-daily compilation on environment and wildlife. With the click of the mouse, you gain access to all news and features and other updates on environmental issues including environmental management, air pollution, water pollution, noise pollution, ecology, wild life, nature and natural resources conservation, health toxicology, solid and hazardous waste, energy, policy matters etc. These topics are also available in the archives of CMS ENVIS. CMS has established this site to provide access to back files on news and features related to environment, wildlife and conservation issues. For Subscription email to:

Web Master at webmaster@cmsindia.org

Environment Calendar

- 4 – Oil Conservation Week
15 – Oil conservation Fortnight
30 – National Cleanliness Day
- 2-4 – World Wetlands Day
21 – Science Day
28 – National Science Day
- 24 – World Sustainable Days
21 – World Forestry Day
22 – World Water Day
23 – World Meteorological Day
- 5 – National Maritime Day
7 – World Health Day
22 – World Earth Day
31 – No Tobacco Day
- 11 – International Migratory Day
22 – International Day of Biological Day
31 – World No Tobacco Day
- 5 – World Environment Day
8 – World Ocean Day
17 – World Day Combat Desertification
- 11 - World Population Day
- 6 – Hiroshima Day
- 16 International Day for Preservation of the Ozone Layer
- 28 – Green Consumer Day
- 2-8 - Wild Life Week
- 4 – World Animal Welfare Day
5 – World Habitat Day
- 6 – International Day for Preventing the Exploitation of the Environment in War and Arm Conflict
- 2 – Bhopal Tragedy Day

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